

IN THE SPECIFICATION

Please add the following Abstract:

An apparatus for assessing the cost effectiveness of an advertising campaign includes an input for receiving a first set of data from at least one first data source and a second set of data from at least one second data source, an output, and a processor arranged to aggregate and analyse the first set of data using at least one metric in order to provide output data, each of the at least one metric assessing a different characteristic of the first set of data. The processor also calculates a quality score according to a first scoring algorithm applied to the output data; calculate a cost premium from the second set of data according to a second scoring algorithm; and transmits to the output a graphical and quantitative comparison of the cost premium and the quality score, the cost premium being relative to a cost benchmark and the quality score being relative to a quality benchmark.